



**TRITON**<sup>TM</sup>  
D I G I T A L

# About Triton

Founded in 2006, Triton Digital is the global technology and services leader to the digital audio and podcast industry.

We provide innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their operations.





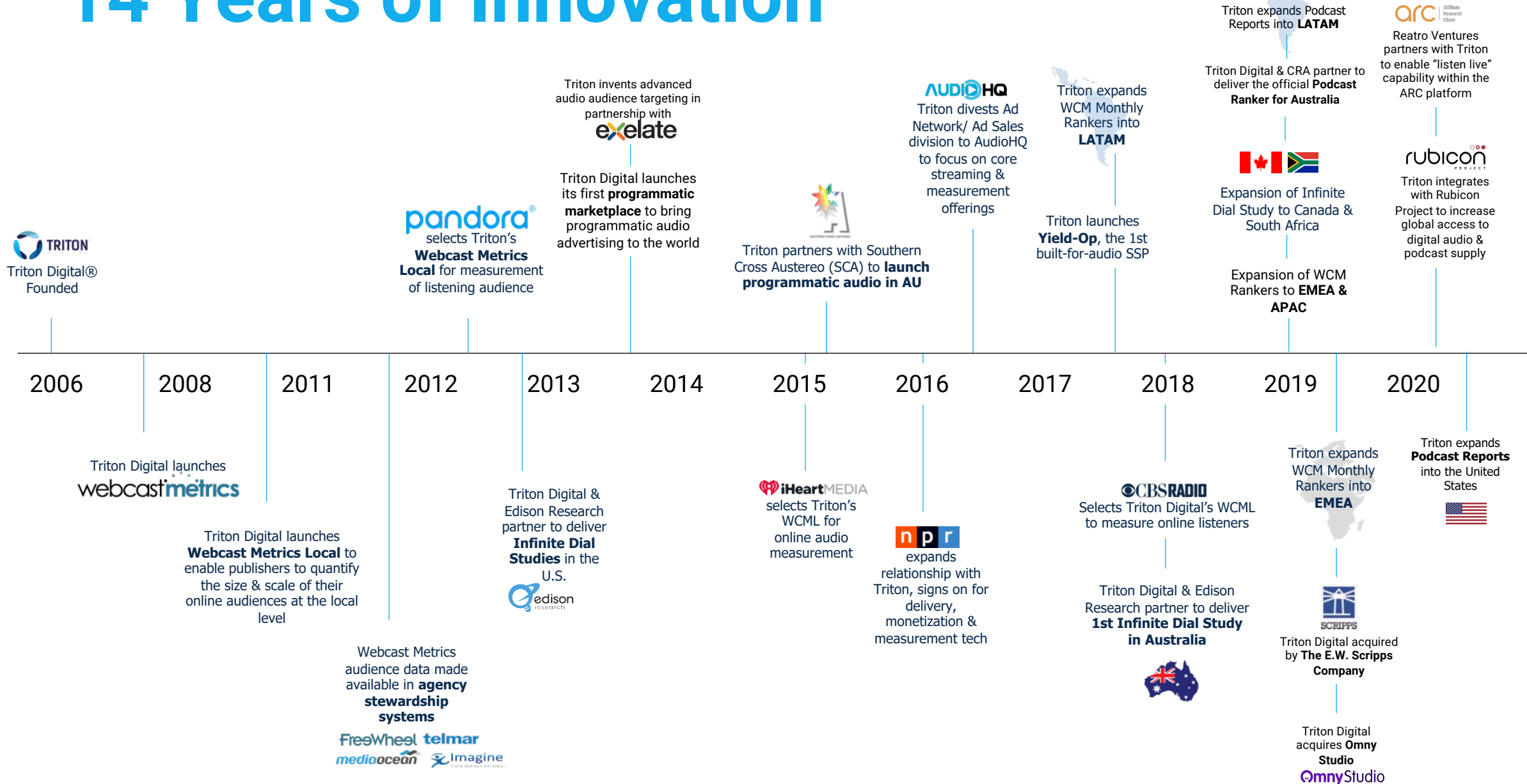
# Global Company

We are an agile, dynamic, and creative team that thrives on solving the unique challenges of the digital audio industry. We believe in working hard and having a lot of fun along the way.

We operate in all regions of the world, providing our customers with a seamless connection to our technology, services, and team.

10 office locations  
operating in  
45+ countries

# 14 Years of Innovation



# The Benefits of Programmatic Audio

Triton Digital

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# How We Define Audio

New & Incremental Audiences Across Various Screens



Radio Streaming



On Demand



Podcasts





# A Complementary Channel

- Print + Web + Audio
- TV + Video + Audio
- Mobile + Audio
- Outdoor + Audio
- Web + Audio
- Print + Audio



# *Reasons to add Programmatic Audio to your Marketing Mix*

- Cost – efficient
- Highly engaged audience – strong ad recall
- Listener level targeting
- Brand safe publishers
- Addressable usage
- Detail exposure tracking and reporting
- Flexibility and control of your campaign

# Who is Buying Digital Audio, Programmatically?

AVON  
the company for women



amazon

★macy's



Coca-Cola

BARCLAYS



SUBWAY

indeed



Mercedes-Benz

independer

SAMSUNG

British Gas



Lufthansa

ABOUT  
YOU

Avantcard



TEMPUR



# Strong Partnerships

## Research



**KANTAR**

**KANTAR IBOPE MEDIA**

## Media Buyers



**IPG MEDIABRANDS**

**cossette**

## Associations



**RAB** RADIO  
ADVERTISING  
BUREAU



# DSP Integrations



# The Company We Keep



# Operations & Strategy

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# Programmatic Audio

*It's easy to use Triton Digital's SSP for buying programmatic audio. As simple as 1,2,3*

*1 – Transparency*

*2 – Freedom*

*3 – Size of budget*



# Strategy

- Research the audience and set expectations
- Reach the right listener
- Target by the criteria you do today: Geo, Devices, 1<sup>st</sup> or 3<sup>rd</sup> party data
- At the right time with daypart
- In the right content such as sports, news or music format
- With the right message with call to action
- Deliver results

# Sold on Impressions | Measured by Data

- *Understand the client KPI and how audio contributes*
- *Ensure all internal and trackers align for client needs*
- *Capture as much info as possible about the auction and listener in every exposure: Mobile Advertising ID, IP Address, Location, User Agent*



# Research

Triton Digital

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# USA Overview | 4.89 B Ad Calls

Data: 30 Days timeframe



**Mobile**  
39% | 86%



**Desktop**  
41.50% | 11%



**Smart Speakers**  
10% | 2.37%




**Connected Devices**  
1% | .60%



**Connected TV**  
8.50% | .03%

 Top Publishers

 Top Hispanic Publishers

**Top Publishers**

Radio.com | Midroll Media | Cumulus | Salem | Spreaker | Urban One

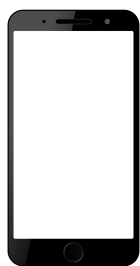
**Top Hispanic Publishers**

Prisa Radio | Grupo Radio Centro | Entravision | Estrella Media | Grupo RPP



# EU Overview | 2.08 B Ad Calls

Data: 30 Days timeframe



**Mobile**  
55%



**Desktop**  
41.80%



**Smart  
Speakers**  
2%



**Connected  
Devices**  
1.15%



**Connected TV**  
.05%

## Top Publishers

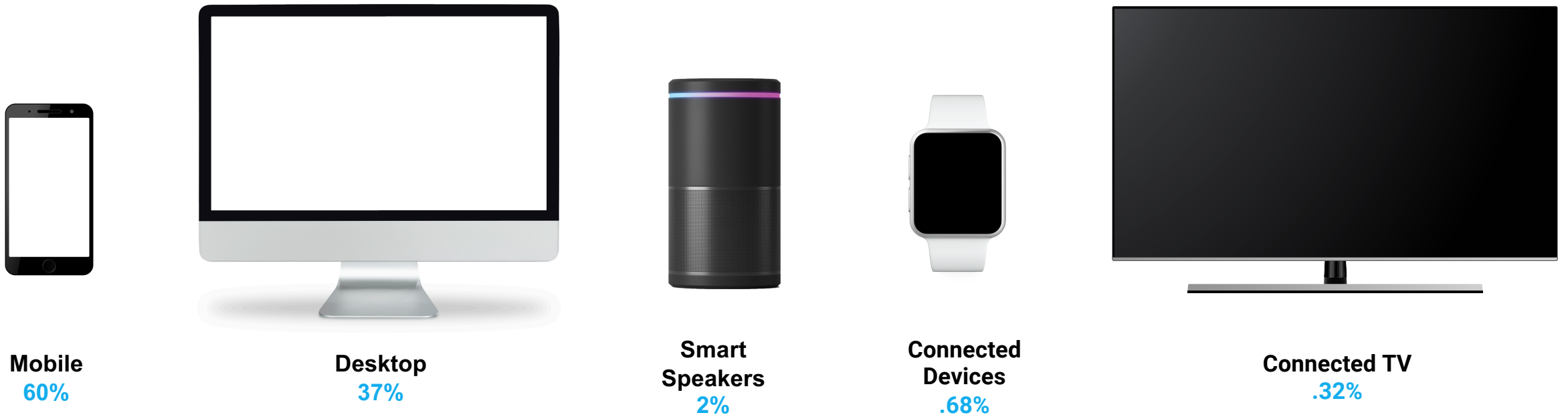
Prisa | Medialaan | Talpa Media Solutions | Deezer | iVoox

## Top Countries

Spain | Germany | France | Belgium | Netherlands

# LATAM Overview | 1,51 B Ad Calls

Data: 30 Days timeframe



## Top Publishers

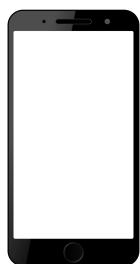
Prisa Radio | Radios IMC | Jovem Pan | Grupo JBFM | MVS Radio Mexico

## Top Countries

Brazil | Mexico | Chile | Argentina | Colombia

# APAC Overview | 654 M Ad Calls

Data: 30 Days timeframe



**Mobile**  
71% | 98%



**Desktop**  
22.50% | .63%



**Smart Speakers**  
4.48% | .11%



**Connected Devices**  
2% | .10%



**Connected TV**  
.02% | 1.16%

 Australia

 India

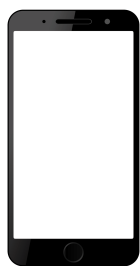
## Top Publishers

PURADSIFM PTY LTD | Hungama | Mediacorp | BecTero | Macquarie Media

## Top Countries

Australia | India | Japan | Thailand | Vietnam

# MENA Overview | 766M Ad Calls



**Mobile**  
64%



**Desktop**  
35.50%



**Smart  
Speakers**  
.07%



**Connected  
Devices**  
.50%



**Connected TV**  
0,02%

## Top Publishers

Anghami | Karnaval | Deezer | Gaana | Primedia | Zeno Radio

## Top Countries

Turkey | Egypt | Saudi Arabia



# Thank you

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